

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
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August 12, 1997

RJR Account #533288
Mr. B. Corrigan
JONES McINTOSH, INC.

SALEM TEAR TAPE PROMOTION #701497: SEPTEMBER AND OCTOBER 1997

Dear Bill:

SALEM .30¢ tear tape product has been ordered, as well as **58** SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; September and October. Utilize the same Customer List for each drive period. New Displays will not be shipped with the October drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

<u>SKU CUBE:</u>	0.4890
<u>SKU WT (w/o Product):</u>	1.4480 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you \$14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$140.00 (10 (12M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR OCTOBER DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: S. Schwalm

Enc. Retailer Letter

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SALTAPE.DOC

51852 2238

SEPTEMBER DELIVERY
SALEM TEAR TAPE
JONES McINTOSH, INC.

September Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

DISPLAY LOAD (4 CARTONS):

1 CARTON EACH:
SALEM FULL FLAVOR
SALEM LIGHT
SALEM FULL FLAVOR 100
SALEM LIGHT 100

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR OCTOBER DRIVE PERIOD
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>5</u>
12300-24196	Light	<u>5</u>
12300-24195	Full Flavor 100	<u>5</u>
12300-24197	Light 100	<u>5</u>

Product / Premium Arrival: **September 2, 1997**
Ship Date to Retail: **Week of: September 8, 1997**

EFT \$ Amount: **\$7,156.43**
Non-EFT \$ Amount: **\$N/A**

**R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO
RETAILERS AT STORE LEVEL.**

SEPTEMBER DELIVERY

51852 2239

OCTOBER DELIVERY
SALEM TEAR TAPE
JONES McINTOSH, INC.

October Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: UTILIZE THE SEPTEMBER CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 4-CARTON DISPLAY WHICH WAS SHIPPED WITH SEPTEMBER DRIVE PERIOD.

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>5</u>
12300-24196	Light	<u>5</u>
12300-24195	Full Flavor 100	<u>5</u>
12300-24197	Light 100	<u>5</u>

Product Arrival: October 6, 1997

(No Displays will be shipped)

Ship Date to Retail: Week of: October 13, 1997

EFT \$ Amount: \$7,156.43

Non-EFT \$ Amount: \$N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

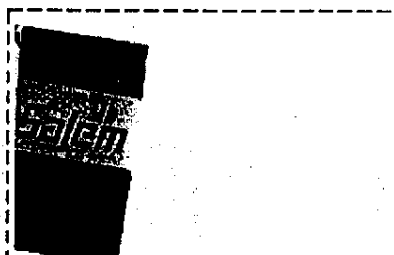
OCTOBER DELIVERY

51852 2240

Retail Accounts with Vap Supplier for Salem Tear Tape Program (September / October)

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS													
SR	TR	ACCT	ACCOUNT NAME	ADDRESS	CITY	ST	VAP WHLSR	VAP WHLSR NAME	VAP SUPPLIER	Salem ST King	Salem HF 100	Salem LT King	Salem LT 100
162202	075877		NORTHSIDE FOOD & BEV	233 NORTH ST	AUBURN	NY	533288	JONES MCINTOSH INC	0	1	1	1	1
162202	269019		GEORGES GROCERY	1292 WATERLOO GENEVA RD	WATERLOO	NY	533288	JONES MCINTOSH INC	7434	1	1	1	1
162202	284661		NOBLES CONV MART	91 SYRACUSE ST	BALDWINVILLE	NY	533288	JONES MCINTOSH INC	976	2	2	2	2
162202	328323		SUNSHINE MINI	500 OLD LIVERPOOL RD	LIVERPOOL	NY	533288	JONES MCINTOSH INC	0	3	3	3	3
162202	337722		VILLAGE STOP SHOP	102 S MAIN ST	CENTRAL SQUARE	NY	533288	JONES MCINTOSH INC	0	1	1	1	1
162202	458253		YOUR NEIGHBORHOOD SP	302 MALDEN RD	MATTYDALE	NY	533288	JONES MCINTOSH INC	0	1	1	1	1
162202	464894		SUNSHINE MINIMART #3	3000 BELGIUM RD	BALDWINVILLE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162202	491331		JOHN GLENN SERVICE	RT. 57 @ JOHN GLENN	LIVERPOOL	NY	533288	JONES MCINTOSH INC	0	1	1	1	1
162202	587630		MS GILL AUTO REPAIR	3511 BREWERTON RD	NORTH SYRACUSE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162202	696065		CICERO GAS & GROCERY	6190 S BAY RD	CICERO	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162202	738679		MC'S	247 W GENESEE ST	AUBURN	NY	533288	JONES MCINTOSH INC	0	3	3	3	3
162202	762896		R & J MOBIL EXPRESS	500 7TH NORTH ST	LIVERPOOL	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162205	022805		OGDEN MINI MART	6325 THOMPSON RD	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162205	059528		DESIMONE'S SERVICE	680 S SALINA ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162205	060876		OGDEN MINI MART	1883 STATE FAIR BLVD	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162205	085107		BEST DAIRY	2342 COURT ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	1	1	1	1
162205	172810		IKES SUPERETTE	210 PARK ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162205	172876		STUDENT CHOICE FOODS	137 MARSHALL ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	3	3	3	3
162205	173012		ROCKYS NEWS	447 N SALINA ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	3	3	3	3
162205	173058		SOUTHWOOD SUPERETTE	5190 E SENECA TNP	JAMESVILLE	NY	533288	JONES MCINTOSH INC	0	3	3	3	3
162205	173166		BRILBECKS MARKET	620 ULSTER ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162205	206074		LEMOYNE FOOD MARKET	666 AUDUBON PKY	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162205	305318		COSTA'S MARKET	75 WEST STREET	HOMER	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162205	308693		MIKE'S MARKET	423 E DIVISION ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162205	391370		NEIGHBORHOOD FOODS	139 N GEDDES ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	5	5	5	5
162205	500127		THE DEPOT	6497 E SENECA TPKE	JAMESVILLE	NY	533288	JONES MCINTOSH INC	0	3	3	3	3
162205	577619		C&C MINI MART, INC	1431 N SALINA ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	3	3	3	3
162205	621049		LUCKY 7	3100 COURT ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	10	10	10	10
162205	656818		EXPRESSWAY MKT	3226 S. SALINA STREET	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	4	4	4	4
162205	660937		ROSE'S CORNER MKT	539 COURT ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	1	1	1	1
162205	696125		STAFFORD CONVENIENCE	372 STAFFORD AVE	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162205	703571		KLEEN FOOD 2	500 CATHERINE ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162205	706003		VILLAGE MARKET	2261 MILTON AVE	SOLVAY	NY	533288	JONES MCINTOSH INC	0	1	1	1	1
162205	706005		FAMILY FOOD MARKET	814 BUTTERNUT ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162205	721872		NELSON'S NEWS	1 MONY PLZ	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162205	722158		M&M GROCERY	140 OAKWOOD AVE	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162205	730136		EXTRA KLEEN FOOD	231 HAWLEY AVE	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	4	4	4	4

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS													
SR	TERR	ACCT	ACCOUNT NAME	ADDRESS	CITY	ST	VAP WHLSR	VAP WHESE NAME	VAP SUPPLIER	Salem FF King	Salem FF 100	Salem Lt King	Salem Lt 100
162205		731954	GOLDEN MKT 2, INC.	1701 COURT ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	3	3	3	3
162205		732125	CFM #87001	356 N MIDLER AVE	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162205		739321	GOLDEN MARKET	1008 BUTTERNUT ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	10	10	10	10
162205		744911	PAVIAS MARKET	854 N SALINA ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	4	4	4	4
162205		753152	K 1 CONVENIENT	2204 BURNET AVE	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162205		762093	CHASES SMOKE SHOP	2829 JAMES ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162205		762499	LUDY'S GROCERY	106 OAK ST	SYRACUSE	NY	533288	JONES MCINTOSH INC	0	1	1	1	1
162206		171685	TEMPLE DAIRY	312 FAYETTE ST	MANLIUS	NY	533288	JONES MCINTOSH INC	0	3	3	3	3
162206		171876	ARNOTTS STORE	ROUTE 31	VERONA	NY	533288	JONES MCINTOSH INC	0	1	1	1	1
162206		400859	TOMA'S MOHAWK MINI	1160 MOHAWK ST	UTICA	NY	533288	JONES MCINTOSH INC	0	7	7	7	7
162206		519349	FYLER RD CONVENIENCE	991A FYLER RD	KIRKVILLE	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162206		599498	JAMES ST MARKET	401 JAMES ST	UTICA	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162206		681168	JOE'S ADIRONDACK	STORE	COLD BROOK	NY	533288	JONES MCINTOSH INC	0	2	2	2	2
162206		760345	RJ'S MARKET	600 MOHAWK AVE	UTICA	NY	533288	JONES MCINTOSH INC	0	6	6	6	6
162206		762348	MILLERS MOBIL	125 E MANLIUS ST	EAST SYRACUSE	NY	533288	JONES MCINTOSH INC	0	3	3	3	3
162605		268994	NORTHSIDE GROCERY	1202 N MAIN ST	NEWARK	NY	533288	JONES MCINTOSH INC	917153	3	3	3	3
162605		527607	NICE N EASY #2401	703 S MAIN ST	NEWARK	NY	533288	JONES MCINTOSH INC	6441	2	2	2	2
162605		579857	NEWFIELD SUNNY'S	1253 W DANBY RD	NEWFIELD	NY	533288	JONES MCINTOSH INC	0	1	1	1	1
162605		654787	VICTOR CONVENIENCE	6373 VICTOR MANCH ROAD	VICTOR	NY	533288	JONES MCINTOSH INC	0	4	4	4	4
162605		677756	RAEANN INC.	DBA SCHAEFER'S MKT	SODUS	NY	533288	JONES MCINTOSH INC	0	1	1	1	1
162605		745219	D&D'S ONE STOP	864 MAIN ST	LOCKE	NY	533288	JONES MCINTOSH INC	3660	1	1	1	1
							533288	Total		150	150	150	150



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR SEPTEMBER AND OCTOBER 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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